

Linguo-Pragmatic Potential of Brand Names

Brand names are a category that is studied mainly by a complex of economic sciences, especially marketing, as well as sociology and culturology, but in this study, attention is focused on the verbal component of brand names which are analyzed as special pragmatic verbal signs.

Brands have lexical meanings, as they are characterized by conceptual attribution and lexical modality; the specifics of a brand is to name, to distinguish, and to differentiate objects of the same type.

Brands as a component of the advertising discourse function as advertising names and differ from the other varieties of proper names by stylistic marking, as they are focusing on attracting the attention of an addressee. They are also characterized by a more arbitrary and unmotivated connection between the signifier and the signified.

Generally, words belong to language, but are formed in speech. When entering the system of language, they are perceived as integral units. However, not all words in the language are equally popular. In this connection, there arises a question about the limits of the real and potential lexicon of the language, about the active and passive vocabulary. This problem also exists for proper names, including brand names. The ratio of active and passive, real and potential onomastic words in advertising discourse nominally and numerically varies from one consumer to another and depends on both the socio-economic status of the consumer and the marketing popularity of the brand. The maximum are passive potential brand names with a low popularity (e.g. *Garmin*, *Cocodirect*, *Eveready*), and the minimum are active brand names used by most members of a society (e.g. *Facebook*, *Visa*, *McDonald's*, *Nescafé*).

The systems of onomastic and appellative lexicons are interacting: between them there is a constant exchange of lexical units. There is no clear boundary between the onomastic and appellative lexicon (for example, many common names have turned into proper ones and have become brand names: e.g. *Apple*, *Canon*, *Amazon*), and there is no sharp dividing line in the system of the onomasticon itself (for instance, some anthroponyms have turned by metonymy into brand names: e.g. *Pierre Cardin*, *Coco Chanel*, *Walt Disney*).

Converting the proper names into common ones and vice versa is a quite widespread phenomenon. The most interesting in the study of the ratio of proper and common names in a language are the brands formed by blending; such words represent a mix of structural parts of the common names (e.g. *Vodafone* - *voice* + *data* + *phone*; *Whispernet* - *whisper* + *net*; *Pinterest* - *pin* + *interest*) or a mix of proper names and common names (e.g. *Walmart* - *Samuel Moore Walton* (the founder of the company) + *mart*; *ComEd* - *Commonwealth* + *Thomas Edison*; *Tupperware* - *Earl Silas Tupper* (the founder of the company) + *ware*).

The analysis of the empirical material proves the unlimited potential of the linguo-pragmatic tendencies of commercial titles as a valid part of the English lexicon. This research is a definite contribution to solving a large-scale problem, that is making a comprehensive discourse analysis of brand names and defining their cognitive, pragmatic, linguistic and cultural characteristics, while taking into account the blending capabilities of English lexical units. The research has a great influence on the development of the lexicon of different languages of the world during the era of globalization.